

DATE: January 12, 2015  
TO: Hazen Blodgett, Town Manager  
RE: Street Closure Requests for 2015 Calendar year  
FROM: Lee Anne Moore, Special Events Manager

**Background/Issue:**

The Town of Matthews has established the practice of approving street closures in the first quarter of the year for certain successful annual events and festivals produced by either the Town of Matthews, Matthews Alive, or the Matthews Chamber.

**Proposal/Solution:**

This year the Matthews Parks & Recreation Department, Matthews Alive, and the Matthews Chamber would like to make the following street closure requests for annual events/festivals.

**1. BeachFest Matthews**

May 8<sup>th</sup> & 9<sup>th</sup>

*Requested Closure details:*

Closure of South Trade Street and its intersections at McDowell and Sadie at 5:30 PM on Friday, May 8<sup>th</sup> (for set-up and opening of festival). This will be a "day-of decision" made by Matthews Police Department (MPD) based on traffic flow, etc.

Closure to extend from John Street to Main Street. South Trade Street will remain closed until event teardown is complete, as in past years.

- ◇ Festival complete / tear down begins Saturday, May 9th @ 10 PM (Streets reopen approx 12 AM)
- ◇ Parking spaces on South Trade St. marked with notice of closure on Thursday, May 7th @ 5 PM
- ◇ Full detour created and coordinated with MPD & Public Works
- ◇ Digital traffic sign to be utilized week of to notify of upcoming closure
- ◇ Notification to Downtown Merchants groups through written correspondence. Efforts would be made to cooperatively move vehicles from businesses whose driveways connect to South Trade by Friday at Noon. However, if businesses must move vehicles through the event footprint after Noon on Friday when attendees are present, it will be at the discretion of the MPD, and use of provided alternative parking lots would be encouraged.
- ◇ Notification to citizens through Town & Department newsletters and local newspapers.
- ◇ Residents whose driveways connect to the closed portions of South Trade would be allowed access with MPD supervision/discretion, and would be encouraged to proceed with caution and slow speed to the closest end of the closure when pedestrians are present.
- ◇ Sandy Feet 5K Race: (Saturday) The "Fullwood" route will be utilized as in past years—see attached route map. Periodic partial road closures to protect large groups of runners from vehicle traffic. Travel lane and intersection closures will change throughout the race and only in those areas identified by assigned police officers as necessary. Every effort will be made to make disruptions in vehicle traffic a minimum while maintaining safety for groups of participants moving throughout the route. Coordinated with MPD and Public Works.

**2. Matthews Public Library Event**

June 17<sup>th</sup>

*Requested Closure details:*

The Library will be having a children's event celebrating Real Heroes with the Matthews Police Department and the Matthews Fire Department at the Town Hall Green at 3:00 pm. The Library requests closure of the Town Hall Green Circle—the portion in front of Town Hall only—from 12:00 pm until 5:00 pm.

**3. Matthews Fourth of July Family Parade**

Saturday, July 4<sup>th</sup>

*Requested Closure details:*

The northeast portion of Matthews Station Street/Town Hall Green would close at 530pm to through traffic, to allow participants to gather and prepare for the parade. Parade will depart Town Hall Green in route to Stumptown Park, and will require a short closure of Matthews Station Street and North Trade Street along that route from approximately 6 PM – 6:30 PM.

**4. Matthews Alive**

September 4<sup>th</sup>-7<sup>th</sup>

*Requested Closure details:*

- ◇ Closure of South Trade Street and its intersections at McDowell and Sadie at 5 PM on Friday, September 4<sup>th</sup> (for set-up and opening of festival). This will be a “day-of decision” made by MPD based on traffic flow, etc. Closure to extend from John Street to Main Street. Trade Street will remain closed until teardown is complete, as in past years.
- ◇ Festival complete / tear down begins Monday, Sept 7 @ 5 PM (Streets reopen approximately 11 PM)
- ◇ Parking spaces on South Trade St. marked with notice of closure on Thursday, September 3<sup>rd</sup> @ 5 PM
- ◇ Full detour created and coordinated with MPD & Public Works
- ◇ Digital traffic sign to be utilized week of to notify of upcoming closure
- ◇ Notification to Downtown Merchants groups through written correspondence. Efforts would be made to cooperatively move vehicles from businesses whose driveways connect to South Trade by Friday at Noon. However, if businesses must move vehicles through the event footprint after Noon on Friday when attendees are present, it will be at the discretion of the MPD, and use of provided alternative parking lots would be encouraged.
- ◇ Notification to citizens through fliers, Town & Department newsletters, and local newspapers.
- ◇ Residents whose driveways connect to the closed portions of South Trade would be allowed access with MPD supervision/discretion, and would be encouraged to proceed with caution and slow speed to the closest end of the closure when pedestrians are present.
- ◇ Parade (Saturday) route closings similar to past year: Matthews-Mint Hill Road from Crestdale to McLeod streets 7:30am-Noon, McLeod to Trade 9:30am-Noon. Trade Street from Matthews-Mint Hill to John 9:30am-Noon. Intersection of Trade and John 9:45am. South Trade Street from Main Street to Fullwood 10:00am-Noon.
- ◇ Kiwanis 5K Race (Monday): Route will be the ‘usual/cross-town’ for Kiwanis races in past years—see attached map. Periodic partial road closures to protect large groups of runners from vehicle traffic. Travel lane and intersection closures will change throughout the race and only in those areas identified by assigned police officers as necessary. Every effort will be made to make disruptions in vehicle traffic a minimum while maintaining safety for groups of participants moving throughout the route. Coordinated with MPD and Public Works.

**5. Matthews Auto Reunion**

Matthews Chamber  
September 7<sup>th</sup>

*Requested Closure details:*

- ◇ Closure of the Village Green Circle and utilization of the parking area beside Town Hall. Closure would take place at approximately 8 AM on the 7<sup>th</sup> and would reopen approximately 4 PM.

**6. ArtFest of Matthews**

Matthews Chamber  
September 26<sup>th</sup> & 27<sup>th</sup>

*Requested Closure Details:*

- ◇ Closure of the Village Green Circle from September 26<sup>th</sup> at 7 AM until 5 PM and then a closure on September 27<sup>th</sup> from 12 noon – 5 PM.

**7. Hometown Holidays Tree Lighting Celebration**

December 5<sup>th</sup>

*Requested Closure Details:*

- ◇ Matthews Station Street parking spaces around the Town Green marked with notice of closure on evening of December 4<sup>th</sup>.
- ◇ Closure of Matthews Station Street (the portion in front of Town Hall only), and the Green perimeter parking spaces beginning at 9 AM on December 5<sup>th</sup>. Utilization of the parking lot beside Town Hall.
- ◇ At this point, traffic continues to flow around the Green in front of the Chamber offices, behind Town Hall, and out Matthews Station Street to Matthews-Mint Hill Road until full closure takes effect.
- ◇ Full closure of the Village Green Circle at approximately 12 Noon on the 5th and re-open approximately 7:00 PM after crowd dispersal.
- ◇ At full closure, library patrons will be allowed to enter Matthews Station Street from Matthews-Mint Hill Rd, turn left behind library, and must exit back to Matthews Station and Matthews-Mint Hill Roads. Vehicles will also be allowed to enter Village Green at Beantown, but will be detoured immediately behind Beantown to those parking areas.
- ◇ Process created and coordinated with MPD & Public Works
- ◇ Notification to Downtown merchants and library patrons through written correspondence

**Financial Impact:**

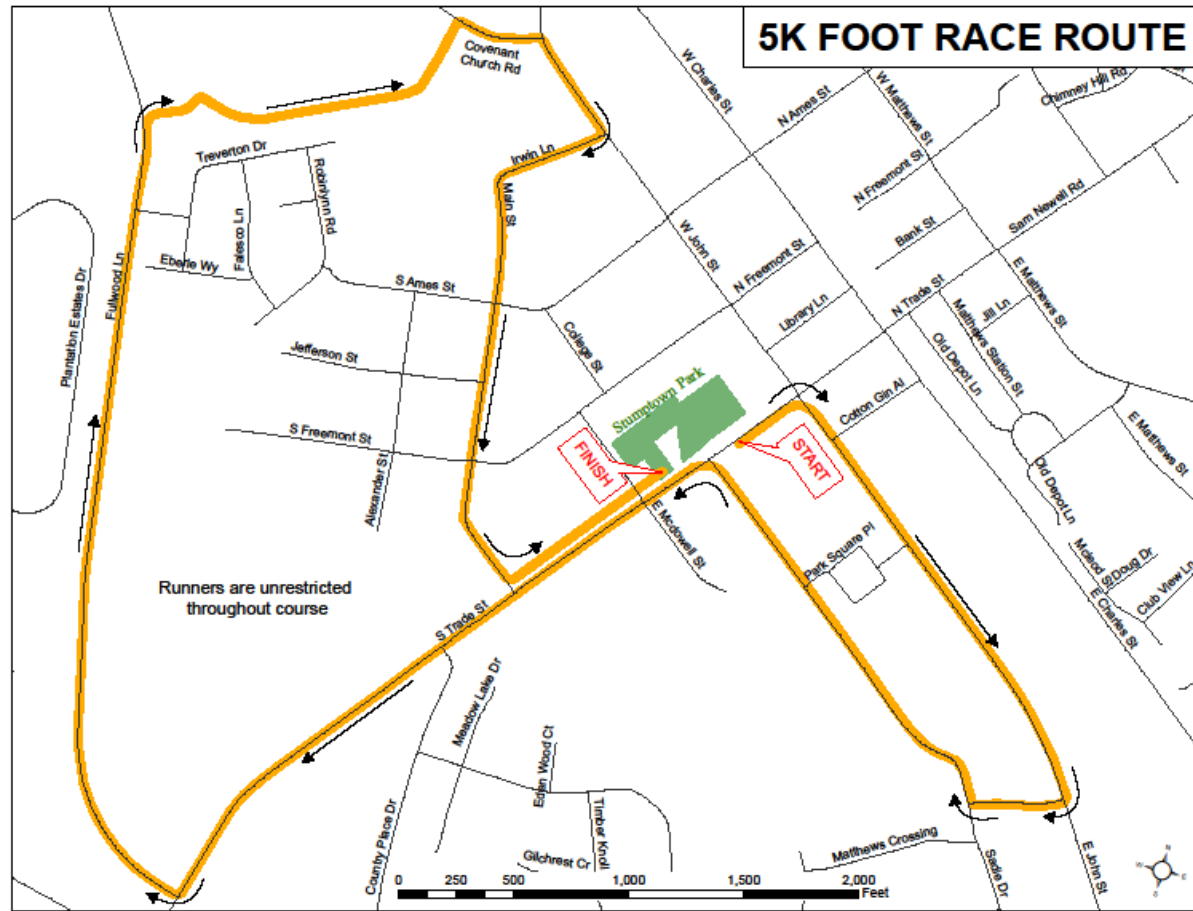
All financial impact to the town with regard to street closures and the town services required to do so are either handled exclusively by the event producer, or the costs have already been accounted for within the current town budget.

**Related Town Goal:**

Vibrant, pedestrian-friendly Downtown; Destination for arts & culture; 'Small town' feeling & identity; Improved quality of life through diverse activities and events in downtown

**Recommended Motion: Approve requested street closures to ensure the continued safety and success of our Town's signature events and festivals.**

## BeachFest/Sandy Feet “Fullwood”



**"Cross-Town" MA/Kiwanis Route**

